

185th Lead Generation Update:

“Operation Contact to Contract, Fresno City College Government Showcase”

The 185th Quartermaster Battalion recently deployed to one of the largest Junior Colleges in the California education system, Fresno City Jr College with an enrollment of 22,000 students. In direct support of Fresno City College “Government Showcase,” the 185th Quartermaster BN and subordinate units were presented with two missions: 1) Lead Generation and 2) Imaging the California Army National Guard specifically showcasing unit capabilities to support both State and Federal missions.

The “Iron Will” Battalion supported the event with both equipment and personnel to include:

<u>1072nd Transportation Company:</u> (Transportation)	M1075 Palletized Loading System with demonstration of internal loading capabilities.
<u>625th CS Detachment:</u> (Water Storage)	FAWPSS, (2) 500 Gallon Storage drums with interactive demonstrations.
<u>217th EOD Company:</u> (Explosive Ordnance Disposal)	Ordnance static display board with various simulators and M998 tactical vehicle.
<u>145th EN Company:</u> (Highway Construction)	Highway construction engineer display featuring visual information on the “Multimillion Dollar Rock Crusher Quarry & Highway Construction Equipment/vehicle fleet.
<u>185th QM Battalion</u> (Petroleum & Supply)	Dynamic logistic powerpoint presentations, videos, petroleum lab analysis displays and FMTV tactical vehicle.



**185th QM BN
deployed to Fresno
City Jr College with
audio, visual,
equipment and
soldiers.**

The mission was a success utilizing the following strength maintenance impact methodologies:

Leads: The unit processed an enormous amount of leads and based upon enlistment criteria generated 50 “hard leads” for Team Fresno, DET 5 STARC to immediately initiate applicant processing.

Imaging the CAARNG, specifically 185th Quartermaster Battalion: Both students and faculty were exposed to the Combat Service Support capabilities of the US Army. Unique skills such as 92L (Laboratory Petroleum), 88M (Motor Transportation), 92W (Water Purification/Storage), 55D (Explosive Ordnance Disposal), 63B (Maintenance), 92F (Petroleum Operator), 25M (Multimedia Illustrator) and 21V (Construction Engineer). Majority of civilian personnel visiting the sites were amazed and impressed about the specialized training, modern equipment, benefits, missions and college credits that soldiers received from these specialized logistical military occupational specialties.

Developing Center of Influences (COI's): Faculty members to include job placement and career counselors exchanged information with 185th Battalion representatives for future presentations and information opportunities. A local high school teacher was visiting and requested that one of the soldiers with a maintenance background and tactical vehicle become a guest speaker/demonstrator at his high school autoshop class. Specifically demonstrating his knowledge and skills that he received from the army, additionally showcasing the military equipment.



FCC student filling out lead generation card for potential enlistment into the CAARNG, specifically 185th QM BN.

Overall the operation was a success. Imaging the California Army National Guard and allowing the students to ask questions, explore and become aware of the opportunities in the armed forces, specifically the 185th Quartermaster Battalion is an event that will be replicated. Fresno City Jr College student Jose Hosoda had the best statement to

summarize the mood and climate of the students, “I watch the news and shows on TV, however this is better, it is reality. The equipment is cool and unbelievable! I didn’t know this stuff and opportunities were available in Fresno.”



**Interactive displays
captivate FCC students**